

Attachment A: SANTA ROSA PLAIN GSA -- YEAR ONE OUTREACH

Activity	Description	SGMA or Brown Act?	Shared across basins?	Time Frame	Who
Ongoing Outreach					
Monthly Updates	Blog to Interested Party List		X	Emailed by 15 th of each month	WA Staff, with review by administrator
Website	Postings, updates, edits		X	15 th of each month	WA staff, with review by administrator
Fact Sheets	GSA description Basin Description GSP FAQ			December December March	WA staff, with review by administrator and AC (GSP FAQ)
Media contacts	Inquiries from reporters		X	As needed	WA staff takes inquiries, directs reporter to administrator, Plan Manager, AC Chair or Board Chair
Notifications	Post Board & AC agendas	X		72 hours before meeting	WA staff. Materials provided by administrator
Free media	Issue press releases for Board & AC meetings		X	2 weeks before meeting	WA staff, with review by administrator
Additional Outreach for Initiation of GSP					
Public Notice		X		January	WA staff, with review by administrator and plan manager
Paid, free & social media	Press releases, ads and social media.		X	January	Staff, with AC input. Use existing social media channels of AC and Board organizations/agencies.
Additional Outreach for Rate & Fee Study					
Talking Points	In English and Spanish		X	v1 December v2 February v3 April/May	WA staff, with input and review by administrator & AC
Fact Sheets/FAQs	English and Spanish		X	V1 December V2 March	WA staff, with input and review by administrator & AC
Workshop			X	March	WA staff, with input and review by administrator & ACs
Paid, free & social media	Press releases, ads and social media. Purpose is to publicize workshops, Public Hearings.		X	March, May	Staff, with ACs input. Use existing social media channels of AC and Board organizations/agencies. Spanish language outreach via radio.

Additional Outreach for Rate & Fee Study (cont.)					
Activity	Description	SGMA or Brown Act?	Shared across basins?	Time Frame	Who
Agency Briefings	Brief member agencies on study and options			January, April	WA staff works with Board members to coordinate
Stakeholder Briefings	Speak at existing meetings			December-May	ACs , Board members, staff
DAC outreach	Use existing venues (church, school, community events)			December - May	WA staff works with AC members to identify opportunities and to attend events
Public Meeting or Hearing	Public meeting required by SGMA; hearing may be needed	X		May	Raftelis, with staff support